



# MORGAN COUNTY TOURISM PROFILE

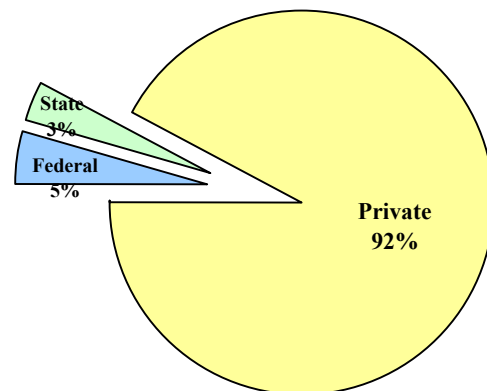
County Indicator	1997	1998	1999	2000	2001(o)	2001(n)	2002(p)	% Change 2001-2002	State Ranking
<b>DEMOGRAPHIC</b>									
Population	6,747	6,852	6,991	7,129	7,285		7,380	1.3%	22
Total Non-Ag Employment	1,528	1,560	1,522	1,561	1,636		1,634	-0.1%	25
Non-Ag Avg Monthly Wage	\$1,923	\$1,947	\$2,001	\$2,070	\$2,133		\$2,103	-1.4%	13
Per Capita Income	\$18,886	\$20,074	\$20,222	\$21,596	\$22,517		\$22,618	0.4%	9
Unemployment Rate	3.8%	3.9%	4.1%	3.6%	3.6%		5.0%	1.4%	6
<b>SPENDING &amp; EMPLOYMENT</b>									
Spending by Travelers (Millions)	\$6.6	\$6.5	\$6.8	\$6.8	\$7.0	\$10.0	\$10.0	0.0%	25
Travel & Tourism Related Employment	122	121	128	129	140	194	194	0.0%	27
<b>TOURISM TAX REVENUES (000s)</b>									
Local Tax Revenues from Traveler Spending	\$138	\$136	\$142	\$142	\$146	\$170	\$165	-2.9%	27
Gross Taxable Room Rents	\$36	\$29	\$32	\$38	\$78		\$261	235.9%	28
Transient Room Tax	\$1.1	\$0.9	\$1.0	\$1.1	\$2.3		\$7.8	239.1%	28
Restaurant Tax	\$15.5	\$15.7	\$21.4	\$19.9	\$22.2		\$19.4	-12.6%	24
Car Rental Tax	--	--	--	--	\$0.0		--	NA	--
Gross Taxable Retail Sales (million)	\$34.6	\$43.2	\$52.8	\$55.1	\$55.3		\$48.7	-11.9%	25
<b>REGIONAL VISITATION COUNTS</b>									
I-80 UT/WY Traffic Count	4,294,225	4,375,525	4,731,130	4,861,800	5,082,625		5,238,845	3.1%	
Lagoon Amusement Park	1,100,000	1,150,000	1,210,000	1,200,000	1,100,000		1,100,000	0.0%	
Willard Bay S.P.	276,059	300,702	307,114	340,580	302,189		308,206	2.0%	
This Is The Place S.P.	550,763	300,931	290,036	294,178	293,661		269,683	-8.2%	
Antelope Island S.P.	264,315	362,128	329,751	343,410	291,163		288,907	-0.8%	
Great Salt Lake S.P.	460,989	56,585	136,496	142,433	144,272		136,238	-5.6%	
Rockport S.P.	275,571	210,015	245,406	152,605	117,505		89,497	-23.8%	
East Canyon S.P.	92,121	83,322	87,769	99,617	105,737		102,040	-3.5%	
Golden Spike N.H.S.	50,989	46,203	47,012	45,273	44,510		47,242	6.1%	
Ft. Buenaventura S.P.	46,866	42,813	44,217	47,441	24,154		12,400	-48.7%	

Land Ownership - 1999	No. of Acres	% Total
<b>Total Acres in County</b>	<b>389,688</b>	<b>100.0%</b>
<b>Federal Government</b>	<b>17,751</b>	<b>4.6%</b>
BLM	741	0.2%
US Forest Service	17,010	4.4%
National Recreation Areas	--	--
National Parks	--	--
National Wildlife Refuge	--	--
USFS & BLM Wilderness Area	--	--
Other*	--	--
<b>State Government</b>	<b>12,403</b>	<b>3.2%</b>
Utah State Parks & Recreation	841	0.2%
Utah State Wildlife Reserves	6,824	1.8%
State Trust Lands	4,739	1.2%
<b>American Indian</b>	<b>--</b>	<b>--</b>
<b>Private**</b>	<b>359,534</b>	<b>92.3%</b>

\*Includes Military and Bankhead Jones land

\*\*May include some local government land

Land Ownership - 1999



# Morgan County Tourism Profile

